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FRANCHISE RESTAURANTS:

A STATISTICAL APPENDIX TO FOODSERVICE TRENDS

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Compiled by:
The National Restaurant
Association
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Information in this Statistical
Appendix is based on data from:

U.S. Department of Commerce,
Service Industries Division,
Franchising In The Economy

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SECTION 1: SALES AND ESTABLISHMENT DATA ON THE FRANCHISE RESTAURANT INDUSTRY

NUMBER OF FRANCHISE FIRMS SURVEYED

BY TYPE, 1972 - 1978

TYPE	1972	1973	1974	1975	1976	1977	1978
Chicken	21	21	24	28	29	27	31
Hamburger, Frank and Roast Beef	82	104	98	97	96	109	117
Pizza	26	30	36	46	48	60	66
Mexican	14	14	15	17	19	23	29
Seafood	11	11	13	17	15	14	11
Pancake	7	11	10	14	13	13	15
Steak, Full Menu	45	48	55	67	76	79	86
Sandwich and Other	8	6	8	7	19	25	33
TOTAL	214	245	259	293	315	350	388

NUMBER OF FRANCHISE RESTAURANT ESTABLISHMENTS

1969 - 1980*

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1969	28,736		3,842		24,894	
1970	32,584	+13.4%	4,906	+27.7%	27,678	+11.2%
1971	30,419	-6.6	5,496	+12.0	24,923	-10.0%
1972	32,538	+ 7.0	6,319	+15.0	26,219	+ 5.2
1973	36,340	+11.7	8,316	+31.6	28,024	+ 6.9
1974	39,796	+ 9.5	10,115	+21.6	29,681	+ 5.9
1975	42,983	+ 8.0	11,685	+15.5	31,298	+ 5.4
1976	46,898	+ 9.1	12,562	+ 7.5	34,336	+ 9.7
1977	51,972	+10.8	14,074	+12.0	37,898	+10.4
1978	55,312	+ 6.4	15,510	+10.2	39,802	+ 5.0
1979	59,928	+ 8.3	16,781	+ 8.2	43,147	+ 8.4
1980	66,672	+11.2	18,549	+10.5	48,123	+11.5

* 1979 and 1980 estimated by respondents

FRANCHISE RESTAURANT SALES

1969 - 1980 *

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1969	$ 3,790,126		$ 892,382		$ 2,897,744	
1970	4,602,111	+21.4%	1,123,314	+25.9%	3,478,797	+20.1%
1971	5,844,950	+27.0	1,450,731	+29.2	4,394,219	+26.3
1972	6,797,405	+16.3	1,753,297	+20.9	5,044,108	+14.8
1973	8,534,094	+25.6	2,604,851	+48.6	5,929,243	+17.6
1974	10,350,567	+21.3	3,335,338	+28.0	7,015,229	+18.3
1975	12,261,964	+18.5	4,017,861	+20.5	8,244,103	+17.5
1976	14,606,313	+19.1	4,647,136	+15.7	9,959,177	+20.8
1977	18,180,404	+24.5	5,653,160	+21.6	12,527,244	+25.8
1978	21,100,788	+16.1	6,733,545	+19.1	14,367,243	+14.7
1979	24,591,880	+16.5	7,816,198	+16.1	16,775,682	+16.8
1980	28,990,499	+17.9	9,111,129	+16.6	19,879,370	+18.5

SALES PER ESTABLISHMENT

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1969	$ 131,895		$ 232,270		$ 116,403	
1970	141,238	+ 7.1%	228,967	- 1.4%	125,688	+ 8.0%
1971	192,148	+36.1	263,961	+15.3	176,312	+40.3
1972	208,907	+ 8.7	277,464	+ 5.1	192,384	+ 9.1
1973	234,840	+12.4	313,234	+12.9	211,577	+10.0
1974	260,091	+10.8	329,742	+ 5.3	236,354	+11.7
1975	285,275	+ 9.7	343,848	+ 4.3	263,407	+11.4
1976	311,449	+ 9.2	369,936	+ 7.6	290,051	+10.1
1977	349,812	+12.3	401,674	+ 8.6	330,552	+14.0
1978	381,487	+ 9.0	434,142	+ 8.1	360,968	+ 9.2
1979	410,357	+ 7.6	465,777	+ 7.3	388,803	+ 7.7
1980	434,823	+ 6.0	491,192	+ 5.5	413,095	+ 6.2

* Respondents estimated 1979 and 1980.

PRINCIPAL TYPE OF SERVICE PROVIDED BY

FRANCHISE RESTAURANT CHAINS, 1978

Major Activity	Self-Service Drive-In and Drive-Thru	Waiter or Waitress Service
Chicken	30	1
Hamburgers, etc.	107	10
Pizza	38	28
Mexican	20	9
Seafood	9	2
Pancakes, Waffles	0	15
Steak, Full Menu	18	68
Sandwich and Other	31	2
TOTAL	253	135

FRANCHISE RESTAURANT COMPANY DISTRIBUTION

BY NUMBER OF ESTABLISHMENTS - 1972 - 1978

SIZE GROUPS	1972	1973	1974	1975	1976	1977	1978
1001+	5	6	7	7	7	8	11
501-1000	6	5	8	11	15	14	11
151-500	28	30	29	32	28	39	34
51-150	45	49	52	46.	54	54	59
11-50	77	90	95	115	115	128	153
0-10	53	65	68	82	96	107	120
TOTAL	214	245	259	293	315	350	388

FRANCHISE RESTAURANT DISTRIBUTION BY
NUMBER OF ESTABLISHMENTS, 1972 - 1978

NUMBER

SIZE GROUPS	1972	1973	1974	1975	1976	1977	1978
1001+	14,278	16,567	18,750	19,646	21,303	23,421	27,750
501-1000	4,952	4,419	5,913	7,672	10,367	10,902	8,925
151-500	7,318	8,513	7,869	8,279	7,064	9,325	8,833
51-150	3,775	4,266	4,627	4,091	4,956	4,432	5,580
11-50	1,936	2,201	2,262	2,881	2,711	3,326	3,642
0-10	279	374	375	414	497	566	582
TOTAL	32,538	36,340	39,796	42,983	46,898	51,972	55,312

PERCENT

SIZE GROUPS	1972	1973	1974	1975	1976	1977	1978
1001+	43.9%	45.6%	47.1%	45.7%	45.4%	45.1%	50.2%
501-1000	15.2%	12.2%	14.9%	17.8%	22.1%	21.0%	16.1%
151-500	22.5%	23.4%	19.8%	19.3%	15.1%	17.9%	16.0%
51-150	11.6%	11.7%	11.6%	9.5%	10.6%	8.5%	10.1%
11-50	5.9%	6.1%	5.7%	6.7%	5.8%	6.4%	6.6%
0-10	0.9%	1.0%	0.9%	1.0%	1.0%	1.1%	1.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FRANCHISE RESTAURANT SALES AND DISTRIBUTION BY
NUMBER OF ESTABLISHMENTS, 1972-1978
(SALES IN MILLIONS OF DOLLARS)

SALES

SIZE GROUPS	1972	1973	1974	1975	1976	1977	1978
1001+	$ 2,867	$ 3,761	$ 4,808	$ 5,614	$ 6,671	$ 8,447	$11,400
501-1000	1,332	1,476	1,894	2,682	3,675	4,259	3,514
151-500	1,488	1,909	2,026	2,050	1,990	2,750	2,929
51-150	669	830	949	950	1,272	1,495	1,713
11-50	387	483	592	876	861	1,074	1,361
0-10	56	75	82	90	137	155	184
TOTAL	$6,799	$8,534	$10,351	$12,262	$14,606	$18,180	$21,101

PERCENT

SIZE GROUPS	1972	1973	1974	1975	1976	1977	1978
1001+	42.2%	44.0%	46.4%	45.8%	45.7%	46.5%	54.0%
501-1000	19.6%	17.3%	18.3%	21.9%	25.2%	23.4%	16.7%
151-500	21.9%	22.4%	19.6%	16.7%	13.6%	15.1%	13.9%
51-150	9.8%	9.7%	9.2%	7.8%	8.7%	8.2%	8.1%
11-50	5.7%	5.7%	5.7%	7.1%	5.9%	5.9%	6.4%
0-10	0.8%	0.9%	0.8%	0.7%	0.9%	0.9%	0.9%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

SECTION II: SALES AND ESTABLISHMENT DATA ON TYPES OF RESTAURANT FRANCHISING

RESTAURANT FRANCHISING -- 1978

Type of Franchise	Firms		Units		Sales (000)	
	Number	Percent	Number	Percent	Number	Percent
Chicken	31	8.0%	6,708	12.1%	$ 2,034,012	9.6%
Hamburger, Frank, Roast Beef	117	30.1%	26,038	47.1%	10,862,837	51.5%
Pizza	66	17.0%	7,542	13.6%	1,735,279	8.2%
Mexican (Taco, etc.)	29	7.5%	2,329	4.2%	602,376	2.9%
Seafood	11	2.8%	2,297	4.2%	563,827	2.7%
Pancakes, Waffles	15	3.9%	1,441	2.6%	601,029	2.8%
Steak, full menu	86	22.2%	7,924	14.3%	4,531,709	21.5%
Sandwich and other	33	8.5%	1,033	1.9%	169,719	0.8%
TOTAL	388	100.0%	55,312	100.0%	$21,100,788	100.0%

CHICKEN FRANCHISE RESTAURANTS

1973 - 1980 *
NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	4,927		1,062		3,865	
1974	5,686	+15.4%	1,663	+56.6%	4,023	+ 4.1%
1975	5,706	+ 0.4	1,644	- 1.1	4,062	+ 1.1
1976	6,171	+ 8.2	1,705	+ 3.7	4,466	+10.1
1977	6,437	+ 4.3	1,729	+ 1.4	4,708	+ 5.4
1978	6,708	+ 4.2	1,870	+ 8.2	4,838	+ 2.8
1979	7,193	+ 7.2	2,011	+ 7.5	5,182	+ 7.1
1980	7,826	+ 8.8	2,197	+ 9.2	5,629	+ 8.6

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$1,129,496		$301,031		$ 828,465	
1974	1,258,617	+11.4%	421,676	+40.1%	836,941	+ 1.0%
1975	1,373,887	+ 9.2	461,001	+ 9.3	912,886	+ 9.1
1976	1,609,270	+17.1	483,143	+ 4.8	1,126,127	+26.2
1977	2,088,861	+29.8	569,167	+17.8	1,519,694	+34.9
1978	2,034,012	- 2.6	653,977	+14.9	1,380,035	- 9.2
1979	2,247,838	+10.5	765,738	+17.1	1,482,100	+ 7.4
1980	2,563,755	+14.0	899,485	+17.5	1,664,270	+12.3

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$229,246	$283,457	$214,351
1974	221,345	253,563	208,039
1975	240,779	280,414	224,738
1976	260,780	283,368	252,156
1977	324,508	329,189	322,790
1978	303,222	349,720	285,249
1979	312,504	380,775	286,009
1980	327,595	409,415	295,660

* 1979 and 1980 estimated by respondents

HAMBURGER, FRANK, ROAST BEEF, ETC.

FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	21,375		3,300		18,075	
1974	22,069	+ 3.3%	3,425	+ 3.8%	18,644	+ 3.2%
1975	22,810	+ 3.4	3,915	+14.3	18,895	+ 1.4
1976	24,064	+ 5.5	3,997	+ 2.1	20,067	+ 6.2
1977	24,822	+ 3.1	4,293	+ 7.4	20,529	+ 2.3
1978	26,038	+ 4.9	4,648	+ 8.3	21,390	+ 4.2
1979	27,833	+ 6.9	5,077	+ 9.2	22,756	+ 6.4
1980	30,651	+10.1	5,695	+12.2	24,956	+ 9.7

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$ 4,883,094		$1,160,959		$ 3,722,135	
1974	5,879,428	+20.4%	1,437,901	+23.9%	4,441,527	+19.3%
1975	6,759,903	+15.0	1,671,422	+16.2	5,088,481	+14.6
1976	8,030,623	+18.8	1,999,638	+19.6	6,030,985	+18.5
1977	9,100,843	+13.8	2,242,204	+12.1	6,858,639	+13.7
1978	10,862,837	+19.4	2,589,465	+15.5	8,273,372	+20.6
1979	12,961,887	+19.3	3,038,923	+17.4	9,922,964	+19.9
1980	15,521,446	+19.7	3,595,801	+18.3	11,925,645	+20.2

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$228,449	$351,806	$205,927
1974	266,411	419,825	238,228
1975	296,357	426,928	269,303
1976	333,719	500,285	300,542
1977	366,644	522,293	334,095
1978	417,192	557,114	386,787
1979	465,702	598,567	436,059
1980	506,393	631,396	477,867

* 1979 and 1980 estimated by respondents

PIZZA FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	3,364		1,153		2,211	
1974	4,329	+28.7%	1,698	+47.3%	2,631	+ 19.0%
1975	5,011	+15.8	2,084	+22.7	2,927	+ 11.3
1976	5,745	+14.7	2,413	+15.8	3,332	+ 13.8
1977	6,759	+17.6	2,756	+14.2	4,003	+ 20.1
1978	7,542	+11.6	3,042	+10.4	4,500	+ 12.4
1979	8,355	+10.8	3,288	+ 8.1	5,067	+ 12.6
1980	9,434	+12.9	3,577	+ 8.8	5,857	+ 15.6

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$ 505,103		$174,379		$ 330,724	
1974	705,423	+39.7%	267,915	+53.6%	437,508	+32.3%
1975	924,364	+31.0	375,490	+40.2	548,873	+25.4
1976	1,091,534	+18.1	445,145	+18.6	646,398	+17.8
1977	1,416,254	+29.7	556,053	+24.2	860,201	+33.1
1978	1,735,279	+22.5	696,364	+25.2	1,038,915	+20.8
1979	2,007,066	+15.7	776,902	+11.6	1,230,164	+18.4
1980	2,364,317	+17.8	903,182	+16.2	1,461,135	+18.8

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$150,150	$151,239	$149,581
1974	162,953	157,783	166,290
1975	184,467	180,178	187,521
1976	189,997	184,478	193,997
1977	209,536	201,761	214,889
1978	230,082	228,916	230,870
1979	240,223	236,284	242,780
1980	250,616	252,497	249,468

* 1979 and 1980 estimated by respondents

MEXICAN FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	1,030		351		679	
1974	1,157	+12.3%	416	+18.5%	741	+ 9.1%
1975	1,462	+26.4	518	+24.5	944	+27.4
1976	1,652	+13.0	610	+17.8	1,042	+10.4
1977	2,147	+30.0	847	+38.8	1,300	+24.8
1978	2,329	+ 8.5	993	+10.2	1,336	+ 2.8
1979	2,527	+ 8.5	1,044	+11.9	1,483	+11.0
1980	2,913	+15.3	1,183	+13.3	1,730	+16.6

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$138,410		$ 54,600		$ 83,810	
1974	177,763	+28.4%	71,224	+30.4%	106,539	+27.1%
1975	272,587	+53.3	116,070	+63.0	156,517	+46.9
1976	309,113	+13.4	140,985	+21.5	168,128	+ 7.4
1977	495,043	+60.1	238,250	+69.0	256,793	+52.7
1978	602,376	+21.7	304,697	+27.9	297,679	+15.9
1979	648,100	+ 7.6	315,922	+ 3.7	332,178	+11.6
1980	766,692	+18.3	377,652	+19.5	389,040	+17.1

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$134,379	$155,555	$123,432
1974	153,641	171,212	143,777
1975	186,448	224,073	165,802
1976	187,114	231,123	161,351
1977	230,574	281,287	197,533
1978	258,641	306,845	222,814
1979	256,470	302,607	223,991
1980	263,197	319,232	224,879

* 1979 and 1980 estimated by respondents

SEAFOOD FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	540		217		323	
1974	759	+40.6%	325	+49.8%	434	+34.4%
1975	1,351	+78.0	527	+62.2	824	+89.9
1976	1,831	+35.5	680	+29.0	1,151	+39.7
1977	2,347	+28.2	878	+29.1	1,469	+27.6
1978	2,297	- 2.3	899	+ 2.4	1,398	- 4.8
1979	2,444	+ 6.4	901	+ 0.2	1,543	+10.4
1980	2,704	+10.6	966	+ 7.2	1,738	+12.6

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$ 95,245		$ 39,861		$ 55,384	
1974	152,616	+60.2%	64,862	+62.7%	87,754	+ 58.4%
1975	295,670	+93.7	113,055	+74.3	182,615	+108.1
1976	439,762	+48.7	169,889	+50.3	269,873	+ 47.8
1977	579,067	+31.7	224,775	+32.3	354,292	+ 31.3
1978	563,827	- 2.6	216,486	- 3.7	347,341	- 2.0
1979	667,098	+18.3	260,633	+20.4	406,465	+ 17.0
1980	772,794	+15.8	299,624	+15.0	473,170	+ 16.4

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$176,377	$183,691	$171,468
1974	201,075	199,575	202,198
1975	218,853	214,526	221,620
1976	240,176	249,837	234,468
1977	246,726	256,008	241,178
1978	245,462	240,808	248,456
1979	272,953	289,271	263,425
1980	285,797	310,170	272,250

* 1979 and 1980 estimated by respondents

PANCAKE FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	883		208		675	
1974	818	- 7.4%	155	-25.5%	663	- 1.8%
1975	1,099	+34.4	261	+68.4	838	+26.4
1976	1,226	+11.6	263	+ 0.8	963	+14.9
1977	1,353	+10.4	273	+ 3.8	1,080	+12.1
1978	1,441	+ 6.5	363	+32.9	1,078	- 0.2
1979	1,577	+ 9.4	418	+15.2	1,159	+ 7.5
1980	1,770	+12.2	491	+17.5	1,279	+10.4

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$254,565		$ 53,370		$201,195	
1974	267,868	+ 5.2%	49,420	- 7.4%	218,448	+ 8.6%
1975	371,498	+38.7	79,637	+61.1	291,861	+33.6
1976	464,462	+25.0	89,975	+13.0	374,487	+28.3
1977	552,112	+18.9	103,530	+15.1	448,582	+19.8
1978	601,029	+ 8.9	139,899	+35.1	461,130	+ 2.8
1979	681,728	+13.4	164,023	+17.2	517,705	+12.3
1980	834,135	+22.4	216,290	+31.9	617,845	+19.3

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$288,296	$256,586	$298,067
1974	327,467	318,839	329,484
1975	338,033	305,123	348,283
1976	378,843	342,110	388,875
1977	408,065	379,231	415,354
1978	417,092	385,397	427,764
1979	432,294	392,400	446,682
1980	471,263	440,509	483,069

* 1979 and 1980 estimated by respondents

STEAK, FULL MENU FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	3,946		2,016		1,930	
1974	4,647	+17.8%	2,404	+19.3%	2,243	+16.2%
1975	5,148	+10.8	2,703	+12.4	2,445	+ 9.0
1976	5,669	+10.1	2,849	+ 5.4	2,820	+15.3
1977	7,253	+27.9	3,136	+10.1	4,117	+46.0
1978	7,924	+ 9.3	3,479	+10.9	4,445	+ 8.0
1979	8,756	+10.5	3,813	+ 9.6	4,943	+11.2
1980	9,771	+11.6	4,180	+ 9.6	5,591	+13.1

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$1,494,444		$ 818,531		$ 675,913	
1974	1,865,330	+24.8%	1,018,830	+24.5%	846,500	+25.2%
1975	2,209,881	+18.5	1,196,494	+17.4	1,013,387	+19.7
1976	2,585,786	+17.0	1,310,103	+ 9.5	1,275,683	+25.9
1977	3,822,634	+47.8	1,703,461	+30.0	2,119,173	+66.1
1978	4,531,709	+18.5	2,104,623	+23.5	2,427,086	+14.5
1979	5,170,218	+14.1	2,461,797	+17.0	2,708,421	+11.6
1980	5,883,140	+13.1	2,779,340	+12.9	3,103,800	+14.6

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$378,724	$406,017	$350,214
1974	401,405	423,806	377,396
1975	429,270	442,654	414,473
1976	456,127	459,847	452,370
1977	527,042	543,195	514,737
1978	571,897	604,951	546,026
1979	590,477	645,633	547,931
1980	602,102	664,914	555,142

* 1979 and 1980 estimated by respondents

SANDWICH AND OTHER FRANCHISE RESTAURANTS

1973 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	275		9		266	
1974	331	+20.4%	29	+222.2%	302	+13.5%
1975	396	+19.6	33	+ 13.8	363	+20.2
1976	540	+36.4	45	+ 36.4	495	+36.4
1977	854	+58.1	162	+260.0	692	+39.8
1978	1,033	+21.0	216	+ 33.3	817	+18.1
1979	1,243	+20.3	229	+ 6.0	1,014	+24.1
1980	1,603	+29.0	260	+ 13.5	1,343	+32.4

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	$ 33,737		$ 2,210		$ 31,617	
1974	43,522	+29.0%	3,510	+65.6%	40,012	+26.6%
1975	54,174	+24.5	4,692	+33.7	49,482	+23.7
1976	75,763	+39.8	8,258	+76.0	67,505	+36.4
1977	125,590	+65.8	15,270	+84.9	109,870	+62.8
1978	169,719	+35.1	28,034	+83.6	141,685	+29.0
1979	207,945	+22.5	32,260	+15.1	175,685	+24.0
1980	284,220	+36.7	39,755	+23.2	244,465	+39.1

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1973	$ 122,680	$ 235,556	$ 118,861
1974	131,486	121,034	132,490
1975	136,803	142,182	136,314
1976	140,302	183,511	136,374
1977	147,061	94,259	158,772
1978	164,297	129,787	173,421
1979	167,293	140,873	173,259
1980	177,305	152,904	182,029

* 1979 and 1980 estimated by respondents

SECTION III: FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1974
(REPRESENTS 86 PERCENT OF TOTAL ESTABLISHMENTS)

	Total	Company Owned	Franchise Owned
NEW ENGLAND	1,141	323	818
Maine	95	36	59
New Hampshire	103	22	81
Vermont	39	3	36
Massachusetts	497	149	348
Rhode Island	90	13	77
Connecticut	317	100	217
MIDDLE ATLANTIC	3,267	901	2,366
New York	1,451	584	867
New Jersey	654	84	570
Pennsylvania	1,162	233	929
EAST NORTH CENTRAL	7,976	2,073	5,903
Ohio	2,251	716	1,535
Indiana	1,280	351	929
Illinois	1,876	435	1,441
Michigan	1,677	404	1,273
Wisconsin	892	167	725
WEST NORTH CENTRAL	3,566	765	2,801
Minnesota	774	145	629
Iowa	755	75	680
Missouri	902	302	600
North Dakota	123	7	116
South Dakota	114	15	99
Nebraska	313	59	254
Kansas	585	162	423
SOUTH ATLANTIC	5,760	1,873	3,887
Delaware	70	6	64
Maryland	387	91	296
District of Columbia	73	53	20
Virginia	646	217	429
West Virginia	469	50	419
North Carolina	847	207	640
South Carolina	461	130	331
Georgia	1,108	500	608
Florida	1,699	619	1,080
EAST SOUTH CENTRAL	2,148	472	1,676
Kentucky	635	141	494
Tennessee	647	166	481
Alabama	611	136	475
Mississippi	255	29	226
WEST SOUTH CENTRAL	4,036	1,327	2,709
Arkansas	409	51	358
Louisiana	395	128	267
Oklahoma	581	206	375
Texas	2,651	942	1,709
MOUNTAIN	1,807	346	1,461
Montana	135	0	135
Idaho	137	8	129
Wyoming	67	1	66
Colorado	588	117	471
New Mexico	206	39	167
Arizona	396	102	294
Utah	159	30	129
Nevada	119	49	70
PACIFIC	4,587	1,151	3,436
Washington	534	107	427
Oregon	389	90	299
California	3,546	913	2,633
Alaska	32	0	32
Hawaii	86	41	45
SUBTOTAL	34,288	9,231	25,057
UNREPORTED	5,508	884	4,624
TOTAL UNITED STATES	39,796	10,115	29,681

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1975
(REPRESENTS 88 PERCENT OF TOTAL ESTABLISHMENTS)

	Total	Company Owned	Franchise Owned
NEW ENGLAND	1,289	320	969
Maine	101	35	66
New Hampshire	106	26	80
Vermont	38	0	38
Massachusetts	497	141	356
Rhode Island	95	12	83
Connecticut	452	106	346
MIDDLE ATLANTIC	3,422	911	2,511
New York	1,540	603	937
New Jersey	749	81	668
Pennsylvania	1,133	227	906
EAST NORTH CENTRAL	8,587	2,382	6,205
Ohio	2,461	840	1,621
Indiana	1,346	363	983
Illinois	2,034	501	1,533
Michigan	1,785	475	1,310
Wisconsin	961	203	758
WEST NORTH CENTRAL	3,790	941	3,029
Minnesota	843	203	640
Iowa	862	110	752
Missouri	796	324	652
North Dakota	122	8	114
South Dakota	163	27	136
Nebraska	384	92	292
Kansas	620	177	443
SOUTH ATLANTIC	6,055	2,068	3,987
Delaware	71	11	60
Maryland	437	150	287
District of Columbia	57	29	28
Virginia	822	244	578
West Virginia	287	65	222
North Carolina	962	280	682
South Carolina	474	131	343
Georgia	1,249	547	702
Florida	1,696	611	1,085
EAST SOUTH CENTRAL	2,488	518	1,970
Kentucky	727	159	568
Tennessee	796	179	617
Alabama	663	140	523
Mississippi	302	40	262
WEST SOUTH CENTRAL	4,730	1,625	3,105
Arkansas	376	59	317
Louisiana	540	212	328
Oklahoma	638	244	394
Texas	3,176	1,110	2,066
MOUNTAIN	2,344	493	1,851
Montana	174	1	173
Idaho	169	6	163
Wyoming	97	8	89
Colorado	661	182	479
New Mexico	252	47	205
Arizona	560	140	420
Utah	276	56	220
Nevada	155	53	102
PACIFIC	4,984	1,127	3,747
Washington	610	111	499
Oregon	537	103	434
California	3,720	984	2,736
Alaska	27	0	27
Hawaii	90	39	51
SUBTOTAL	37,869	10,495	27,374
UNREPORTED	5,114	1,190	3,924
TOTAL UNITED STATES	42,983	11,685	31,298

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1976
(REPRESENTS 80 PERCENT OF TOTAL ESTABLISHMENTS)

	Total	Company Owned	Franchise Owned
NEW ENGLAND	1,220	320	900
Maine	100	35	65
New Hampshire	69	5	64
Vermont	37	0	37
Massachusetts	537	169	368
Rhode Island	100	11	89
Connecticut	377	100	277
MIDDLE ATLANTIC	3,325	830	2,495
New York	1,359	527	832
New Jersey	721	94	627
Pennsylvania	1,245	209	1,036
EAST NORTH CENTRAL	8,631	2,280	6,351
Ohio	2,506	821	1,685
Indiana	1,327	327	1,000
Illinois	1,995	507	1,488
Michigan	1,870	470	1,400
Wisconsin	933	155	778
WEST NORTH CENTRAL	3,858	861	2,997
Minnesota	921	223	698
Iowa	827	91	736
Missouri	865	289	576
North Dakota	138	5	133
South Dakota	137	7	130
Nebraska	350	80	270
Kansas	620	166	454
SOUTH ATLANTIC	5,805	1,883	3,922
Delaware	71	10	61
Maryland	472	131	341
District of Columbia	60	23	37
Virginia	804	197	607
West Virginia	263	45	218
North Carolina	863	264	599
South Carolina	431	122	309
Georgia	1,207	505	702
Florida	1,634	586	1,048
EAST SOUTH CENTRAL	2,446	527	1,919
Kentucky	677	149	528
Tennessee	775	174	601
Alabama	684	165	519
Mississippi	310	39	271
WEST SOUTH CENTRAL	4,792	1,726	3,066
Arkansas	424	115	309
Louisiana	494	159	335
Oklahoma	653	267	386
Texas	3,221	1,185	2,036
MOUNTAIN	2,191	439	1,752
Montana	134	1	133
Idaho	178	7	171
Wyoming	94	7	87
Colorado	655	185	470
New Mexico	220	26	194
Arizona	519	128	391
Utah	240	38	202
Nevada	151	47	104
PACIFIC	5,282	1,214	4,068
Washington	634	105	529
Oregon	583	109	474
California	3,942	959	2,983
Alaska	33	0	33
Hawaii	90	41	49
SUBTOTAL	37,550	10,080	27,470
UNREPORTED	9,348	2,482	6,866
TOTAL UNITED STATES	46,898	12,562	34,336

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1977
(REPRESENTS 86 PERCENT OF TOTAL ESTABLISHMENTS)

	Total	Company Owned	Franchise Owned
NEW ENGLAND	1,289	323	966
Maine	105	33	72
New Hampshire	114	22	92
Vermont	39	1	38
Massachusetts	547	168	379
Rhode Island	102	13	89
Connecticut	382	86	296
MIDDLE ATLANTIC	4,100	1,053	3,047
New York	1,886	636	1,250
New Jersey	811	107	704
Pennsylvania	1,403	310	1,093
EAST NORTH CENTRAL	9,760	2,885	6,875
Ohio	2,934	969	1,965
Indiana	1,554	438	1,116
Illinois	2,283	643	1,640
Michigan	1,948	611	1,337
Wisconsin	1,041	224	817
WEST NORTH CENTRAL	4,699	1,090	3,609
Minnesota	1,010	255	755
Iowa	972	123	849
Missouri	1,097	357	740
North Dakota	175	16	159
South Dakota	174	20	154
Nebraska	542	123	419
Kansas	729	196	533
SOUTH ATLANTIC	7,047	2,320	4,727
Delaware	74	10	64
Maryland	522	160	362
District of Columbia	67	26	41
Virginia	1,041	294	747
West Virginia	399	84	315
North Carolina	1,063	229	834
South Carolina	589	178	411
Georgia	1,375	655	720
Florida	1,917	684	1,233
EAST SOUTH CENTRAL	3,274	848	2,426
Kentucky	961	204	757
Tennessee	1,005	325	680
Alabama	854	248	606
Mississippi	454	71	383
WEST SOUTH CENTRAL	6,019	2,309	3,710
Arkansas	619	193	426
Louisiana	646	208	438
Oklahoma	835	372	463
Texas	3,919	1,536	2,383
MOUNTAIN	2,750	595	2,155
Montana	173	1	172
Idaho	206	27	179
Wyoming	115	6	109
Colorado	797	222	575
New Mexico	344	61	283
Arizona	624	165	459
Utah	319	68	251
Nevada	172	45	127
PACIFIC	5,851	1,509	4,342
Washington	703	158	545
Oregon	626	133	493
California	4,342	1,167	3,175
Alaska	45	0	45
Hawaii	135	51	84
SUBTOTAL	44,789	12,932	31,857
UNREPORTED	7,183	1,595	5,588
TOTAL UNITED STATES	51,972	14,527	37,445

FRANCHISE RESTAURANT ESTABLISHMENTS BY STATE AND REGION, 1978

(Represents 89 Percent of Total Establishments)

	Total	Company Owned	Franchise Owned
NEW ENGLAND	1,414	344	1,070
Maine	115	26	89
New Hampshire	120	24	96
Vermont	42	0	42
Massachusetts	576	170	406
Rhode Island	104	15	89
Connecticut	457	109	348
MIDDLE ATLANTIC	4,340	1,233	3,107
New York	1,883	628	1,255
New Jersey	914	219	695
Pennsylvania	1,543	386	1,157
EAST NORTH CENTRAL	10,509	2,914	7,595
Ohio	3,070	1,033	2,037
Indiana	1,673	448	1,225
Illinois	2,604	690	1,914
Michigan	2,108	506	1,602
Wisconsin	1,054	237	817
WEST NORTH CENTRAL	4,867	1,214	3,653
Minnesota	1,084	284	800
Iowa	1,056	142	914
Missouri	1,141	405	736
North Dakota	157	12	145
South Dakota	176	17	159
Nebraska	483	151	332
Kansas	770	203	567
SOUTH ATLANTIC	7,787	2,440	5,347
Delaware	84	12	72
Maryland	566	171	395
District of Columbia	72	30	42
Virginia	1,165	333	832
West Virginia	386	94	292
North Carolina	1,155	257	898
South Carolina	668	189	479
Georgia	1,641	665	976
Florida	2,050	689	1,361
EAST SOUTH CENTRAL	3,778	937	2,841
Kentucky	1,061	248	813
Tennessee	1,220	369	851
Alabama	944	249	695
Mississippi	553	71	482
WEST SOUTH CENTRAL	7,125	2,498	4,627
Arkansas	595	150	445
Louisiana	761	231	530
Oklahoma	1,051	404	647
Texas	4,718	1,713	3,005
MOUNTAIN	2,901	688	2,213
Montana	182	3	179
Idaho	214	37	177
Wyoming	134	13	121
Colorado	845	226	619
New Mexico	336	61	275
Arizona	682	209	473
Utah	311	75	236
Nevada	197	64	133
PACIFIC	6,442	1,725	4,717
Washington	777	211	566
Oregon	631	145	486
California	4,844	1,308	3,536
Alaska	47	0	47
Hawaii	143	61	82
SUBTOTAL	49,163	13,993	35,170
UNREPORTED	6,149	1,517	4,632
TOTAL UNITED STATES	55,312	15,510	39,802

SECTION IV: OTHER DATA ON FRANCHISE RESTAURANT INDJSTRY

FRANCHISE RESTAURANT EMPLOYMENT

1973 - 1978

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1973	744,469		218,579		525,890	
1974	806,807	+ 8.4%	246,833	+12.9%	559,974	+ 6.5%
1975	893,468	+10.7	297,772	+20.6	595,696	+ 6.4
1976	1,064,618	+19.2	338,778	+13.8	728,840	+22.4
1977	1,230,081	+15.5	385,013	+13.6	845,068	+15.9
1978	1,367,637	+11.2	428,084	+11.2	939,553	+11.2

Note: Includes part-time workers and working proprietors

MINORITY FRANCHISE RESTAURANT

OWNERSHIP, 1973 - 1978

NUMBER OF ESTABLISHMENTS

	1973	1974	1975	1976	1977	1978
Negro	221	258	268	255	283	412
Spanish Surname	217	343	357	271	291	402
American Indian	13	18	22	22	23	31
Oriental	73	101	117	198	232	263
TOTAL	524	720	764	746	829	1,108

INTERNATIONAL FRANCHISING, 1973 - 1978

NUMBER OF ESTABLISHMENTS

LOCATION	1973	1974	1975	1976	1977	1978
Canada	1,082	860	940	1,047	1,074	1,196
Mexico	69	71	78	87	79	84
Caribbean	61	70	81	96	115	150
Europe:						
United Kingdom	375	429	408	433	421	454
Other	78	101	98	103	154	164
Australia	186	223	230	224	328	384
Asia:						
Japan	184	265	311	415	460	590
Other	31	41	43	53	64	120
Other[1]	81	109	195	162	170	198
TOTAL	2,147	2,169	2,384	2,620	2,865	3,340

[1] Includes South America, Africa, New Zealand and Central America

TYPES OF CHANGES IN OWNERSHIP

	1973	1974	1975	1976	1977	1978
Repurchased for company ownership	533	477	311	280	305	321
Converted to franchisee ownership	175	198	184	413	425	312
Establishments Discontinued:						
Company-Owned	210	288	281	221	219	334
Franchisee-Owned	619	842	883	981	789	1,061
TOTAL ESTABLISHMENTS	1,537	1,805	1,659	1,895	1,738	2,028

REPURCHASE OF FRANCHISE UNITS

Year	Units Repurchased For Company Ownership	Units Converted To Franchisee Units
1971	783	158
1972	413	145
1973	533	175
1974	477	198
1975	311	184
1976	280	413
1977	305	425
1978	321	312

FRANCHISE AGREEMENTS
RENEWALS AND TERMINATIONS, 1977 - 1978

	1977	1978
RENEWALS		
Eligible for Renewal	605	1,104
Renewed	549	952
Not Renewed	56	152
By Franchisor	6	65
By Franchisee	12	44
By Mutual Agreement	38	43
TERMINATIONS		
Number	626	956
By Franchisor	397	499
By Franchisee	207	414
By Mutual Agreement	22	43
Reasons for Termination		
By Franchisor	397	499
Non-payment of royalty and financial default	227	490
Quality control violations	12	9
Other	158	-

OTHER STATISTICAL DATA

SALES: Of the 18 franchise business categories, restaurants rank third in sales. In 1978, total sales were $21,100,788,000 and accounted for 7 percent of total franchise sales.

NUMBER OF ESTABLISHMENTS: Restaurants ranked second out of the eighteen franchise businesses in number of establishments in 1978. Restaurants, with 55,312 establishments, accounted for 12.2 percent of total franchise establishments.

EMPLOYMENT: Of all franchise businesses, restaurants ranked number one in total employment in 1978. These restaurants had total employment of 1.4 million persons and accounted for 30 percent of franchise employment.

INTERNATIONAL FRANCHISING: Restaurants continue to be the largest category of U.S. franchises in foreign countries. Restaurants had 3.340 foreign locations in 1978, or 19 percent of total foreign franchise establishments.

SECTION V: DATA ON DONUT SHOPS AND ICE CREAM STORES

DONUT SHOPS AND ICE CREAM STORES

NUMBER OF FRANCHISE FIRMS

	1977	1978
Donut Shops	15	17
Ice Cream Stores	16	24

EMPLOYMENT

	1977	1978
Donut Shops	27,018	32,874
Ice Cream Stores	23,379	35,060

FRANCHISE DONUT SHOPS

1977 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1977	2,051		165		1,886	
1978	2,244	+ 9.4%	183	+10.9%	2,061	+ 9.3%
1979	2,525	+12.5	191	+ 4.4	2,334	+13.2
1980	2,844	+12.6	210	+ 9.9	2,634	+12.8

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1977	$ 393,305		$ 26,449		$366,856	
1978	514,104	+30.7%	41,551	+57.1%	472,559	+28.8%
1979	603,710	+17.4	45,710	+10.0	557,456	+18.0
1980	722,715	+28.0	52,775	+15.5	669,940	+20.2

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1977	$ 191,761	$ 160,297	$ 194,515
1978	229,102	227,055	229,286
1979	239,093	239,319	238,841
1980	254,119	251,310	254,343

* 1979 and 1980 estimated by respondents

FRANCHISE ICE CREAM STORES

1977 - 1980 *

NUMBER OF UNITS

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1977	5,525		68		5,458	
1978	5,960	+ 7.9%	121	+ 77.9%	5,839	+ 7.0%
1979	6,455	+ 8.3	111	- 9.3	6,344	+ 8.6
1980	6,990	+ 8.3	107	- 3.6	6,883	+ 8.5

SALES (000)

	Total	Percent Change	Company-Owned	Percent Change	Franchisee Owned	Percent Change
1977	$373,464		$ 6,981		$366,483	
1978	562,424	+50.6%	31,324	+348.7%	531,100	+ 44.9%
1979	617,368	+ 9.8	27,043	- 13.7	590,325	+ 11.2
1980	716,129	+16.0	27,276	+ 0.9	688,853	+ 16.7

SALES PER ESTABLISHMENT

	Total	Company-Owned	Franchisee Owned
1977	$ 67,595	$102,662	$ 67,146
1978	94,366	258,876	90,957
1979	95,642	243,631	93,052
1980	102,451	254,916	100,080

* 1979 and 1980 estimated by respondents